

NEWPORT VOLUME BY YEAR VS. INDUSTRY

	Volume	Volume Difference vs. Year Ago	Volume % Chg vs. Year Ago	Market Share of Industry	Market Share Differences vs. Year Ago	Total Industry *
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1957	0.90	N/A	N/A	0.22%	N/A	409.20
1958	2.60	1.70	188.89%	0.60%	0.38%	435.80
1959	4.80	2.20	84.62%	1.05%	0.45%	456.30
1960	5.20	0.40	8.33%	1.09%	0.04%	476.40
1961	7.20	2.00	38.46%	1.48%	0.39%	486.70
1962	8.20	1.00	13.89%	1.66%	0.18%	493.70
1963	8.50	0.30	3.66%	1.68%	0.02%	507.00
1964	7.91	-0.59	-6.94%	1.59%	-0.09%	497.46
1965	8.70	0.79	9.99%	1.69%	0.10%	514.01
1966	8.60	-0.10	-1.15%	1.65%	-0.04%	521.61
1967	7.75	-0.85	-9.88%	1.48%	-0.17%	523.05
1968	7.13	-0.62	-8.00%	1.35%	-0.13%	528.70
1969	4.93	-2.20	-30.86%	0.96%	-0.39%	516.02
1970	4.23	-0.70	-14.20%	0.81%	-0.15%	524.49
1971	4.26	0.03	0.71%	0.80%	-0.01%	533.84
1972	4.10	-0.16	-3.76%	0.75%	-0.05%	549.87
1973	4.58	0.48	11.71%	0.80%	0.05%	570.60
1974	5.21	0.63	13.76%	0.89%	0.09%	583.59
1975	5.80	0.59	11.32%	0.98%	0.09%	591.58
1976	6.24	0.44	7.59%	1.04%	0.06%	598.91
1977	7.29	1.05	16.83%	1.21%	0.17%	603.88
1978	8.58	1.29	17.70%	1.42%	0.21%	605.00
1979	9.87	1.29	15.03%	1.61%	0.19%	612.04
1980	11.60	1.73	17.53%	1.88%	0.27%	618.57
1981	14.03	2.43	20.95%	2.24%	0.36%	627.15
1982	15.35	1.32	9.41%	2.46%	0.22%	624.01
1983	16.83	1.48	9.64%	2.82%	0.36%	596.19
1984	18.12	1.29	7.66%	3.02%	0.20%	600.16

* Industry numbers are consistent with Maxwell Annual Cigarette Data 5/31/88, but differs from Furman, Selz et al, Historical Sales Trends data.

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KOOL VOLUME BY YEAR VS. INDUSTRY

	Volume	Volume Difference vs. Year Ago	Volume % Chg vs. Year Ago	Market Share of Industry	Market Share Differences vs. Year Ago	Total Industry *
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1954	12.10	N/A	N/A	3.28%	N/A	369.30
1955	12.70	0.60	4.96%	3.35%	0.07%	379.50
1956	11.90	-0.80	-6.30%	3.03%	-0.32%	393.10
1957	12.60	0.70	5.88%	3.08%	0.05%	409.20
1958	13.70	1.10	8.73%	3.14%	0.06%	435.80
1959	13.70	0.00	0.00%	3.00%	-0.14%	456.30
1960	14.90	1.20	8.76%	3.13%	0.13%	476.40
1961	14.20	-0.70	-4.70%	2.92%	-0.21%	486.70
1962	14.40	0.20	1.41%	2.92%	-0.00%	493.70
1963	16.02	1.62	11.25%	3.16%	0.24%	507.00

* Industry numbers are consistent with Maxwell Annual Cigarette Data 5/31/88, but differs from Furman, Selz et al, Historical Sales Trends data.

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